

Amendments to the Specification:

Please replace the paragraph beginning at page 5, line 21, with the following redlined paragraph:

~~The~~ In some embodiments, the label 2 may include an intermediate layer 17 of  
label face stock ~~10~~ material that can be capped or laminated with a cap layer 18 (Figures 3A-3C)  
which may comprise another film, coating or woven material 18 for additional stiffness,  
printability or prevention of adhesive flow through the label face stock 10. Alternatively, in  
some embodiments, the ~~The~~ label face stock 10 could also be made from a more tightly woven  
pattern of filaments 12 for a closed mesh design that would prevent adhesive bleed through and  
enhance printability.

Please replace the paragraph beginning at page 6, line 21, with the following redlined paragraph:

Over time, some rubber based pressure sensitive adhesives will develop a strong  
enough bond to the tire surface that the separation interface will either be cohesive (separation  
within the adhesive layer) or adhesive (separation at the label-adhesive interface). This is a  
common problem with solid label films such as polypropylene, vinyl and polyethylene. An  
alternate embodiment, as shown in Figures 3A and 3B, addresses these problems by utilizing ~~an~~  
the intermediate layer, which may be an open mesh material, located between the solid film label  
(cap layer 18) and tire 26. ~~The mesh~~ Mesh materials provide unique benefits over ~~a~~ solid film  
materials, such as greater surface area, keying of the adhesive, and adhesive mobility to promote  
adhesion.

Please replace the paragraph beginning at page 7, line 3, with the following redlined paragraph:

To enhance adhesion of the label 2 to a tire sidewall having surface irregularities,  
such as serrations, raised or depressed lettering, vent ports and tread, extra adhesive 14 is pushed  
through the intermediate ~~open label face stock 10~~ layer 17 to better contact the recessed areas 28  
of a tire surface. ~~The label face stock 10~~ intermediate layer 17 can be made of a mesh, woven or

knit fabric. The filaments 12 have a greater surface area exposed to the adhesive as compared to a solid film. As the thread count increases, the adhesive surface area also increases.

Please replace the paragraph beginning at page 7, line 10, with the following redlined paragraph:

A further benefit of this embodiment is when adhesive 14 flows through the weave between the filaments 12 of the intermediate layer 17, there is added resistance which increases the pull strength of adhesive on the label 2 and reduces cohesive failure within the adhesive 14.